

Mike Callas

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MORE PROMOTION NEEDED TO BRING FANS FOR CHARGERS

When Walter O'Malley and the Dodgers came to Los Angeles, their publicity office was instructed to send press releases to all the newspapers, radio stations, and television media in Southern California. As O'Malley put it to Red Paterson and Co., "Don't miss contacting anyone, no matter what the circulation."

What's this got to do with the football Chargers and their inability to draw a crowd? Bear with me and I'm sure you'll discover the meat of the matter.

In almost three seasons of play, the Dodgers have proven that their publicity plans worked. Not only did the fans gobble up all that was printed and said about the club, good or bad, but they created the "interested woman fan." Up to this time, women generally followed their husband or date to a ball game, not particularly interested in the action on the field. But now the women who attend and listen to Dodger games are real gone! Just ask them what Larker's average is or why Walter Alston puts in a right-hander against a right-handed hitter and you'll realize they are a hep breed.

The Dodger organization did not have to do this. They didn't have to cater to every publication listed in the California Newspaper Publishers' Association manual. After all the Rams didn't, they had the only pro-football outfit in Southern California. Major League baseball was new, and really the Dodgers could have pulled crowds without the aid of small radio stations and newspapers. But they wanted more and they got them—women from all walks of life. Being a clever organization from top to bottom, they cashed in on the mountains of publicity.

Neglected the Small Guys

Barron Hilton, although not as clever as his dad, Conrad, is nevertheless a bright young man. He hired the brains to run his American Football League Chargers, and prayed they wouldn't go the way of the Dons of the now defunct All-American Conference. If the paltry crowd of 27,000, the Charger-Titan game of last Saturday, is any indication of things to come, Hilton better concentrate on hotel building with his poppa. Speculation costs are extremely high nowadays.

Two Los Angeles newspapers handled the bulk of the promotion on this charity game that introduced AFL football to the West Coast. Spot commercials were heard on several Los Angeles radio stations. TV was hardly used and the great bulk of community newspapers, small radio stations, and other media were neglected. When this reported tried to find the reason for this snub, he was told that no other promotion was needed to assure a fine gate. Requests for photos of Charger and Titan players, plus material, was not forthcoming, although vaguely promised.

With competition nearby, the Pre-Olympic Trials in Long Beach, the Shrine Charity game put on the night before in the Coliseum drew almost 50,000. And for high school football! The tremendous promotion put on by the Shriners proved its effectiveness at the gate. This corner was never in want for material. Just call up and get it, was the reply when we first inquired.

Hilton Should Follow O'Malley

Why are small community papers and radio stations necessary when every sports lover reads about the Dodgers, Rams, Chargers, and all others, in his metropolitan Los Angeles newspaper? The combined circulation of all non-metro newspapers is much greater than the Los Angeles dailies.

Also, Mr. O'Malley guessed or knew the why before he ever got to the big West Coast city. Women read the home town paper religiously, they don't miss a word, from cover to cover.

If Mr. Hilton would follow Mr. O'Malley's practice, I'm sure he wouldn't have to worry about the Charger draw this year. A noted wit, a very long time ago, said "all publicity is welcome, no matter whether it's good or bad."

Rams Favored Over Eagles



RAM-REDSKIN stars Jack Morris, left, of the Los Angeles club, and Washington passer Ralph Guglielmi, are preparing



for action when the two National Football League teams collide in a charity game at the Coliseum Friday, Aug. 19.

Van Faces Ol' Mates

The 1960 edition of the Los Angeles Rams will be unveiled in the Coliseum Saturday night at 8 p.m. when they take on the Philadelphia Eagles in their initial game of the year. Rams are 7½ point favorites.

At the quarterback helm of the Eagles is former Ram Norman Van Brocklin who has promised to give the men of Bob Waterfield fits. Van Brocklin was the last man to lead the hometowners to a world championship and this year hopes to dim Bob Waterfield's debut as head coach.

Expected to open at quarter for the Rams is Billy Wade whom L.A. is banking on to lead them back on the trail to their winning ways of former years. Backing up Wade in the event he is needed is Frank Ryan whose passing has been eye popping in pre season scrimmages at the Ram training camp at Redlands University.

Following the Eagle clash the Rams must face the Washington Redskins on Aug. 19 in the Coliseum in the renewal of their annual grudge battle that this year shapes up as a replay of last year's thriller when the Redskins knocked over the Rams with a last second field goal.

1960 has been pegged as the big year for the Rams under the leadership of two of the greatest Ram stars of all time, Elroy Hirsh who is General Manager and, of course, head Coach Bob Waterfield. In addition to "Crazy Legs" and "Buckets" the Ram coaching staff boasts two other Ram greats of the playing field, all pro end Tommy Fears and rough-tough linebacker and center Don Paul. A combination of former Ram stars and present stars is expected to propel the 1960 edition towards an NFL championship.

PRESS Sports

Torrance Recreation Baseball Standings

INDUSTRIAL LEAGUE (Second Round)		
	W	L
Independent Bldrs	5	0
SB Church of God	4	1
Torrance PO	4	1
Ryan Aeros	4	1
Harvey Aluminum	2	3
Aeronca Mfg.	2	3
Harbor Hornets	2	3
Maury's Cafe	2	3
Border Mkts	0	5
Lucy's Lambs	0	5

SLO-PITCH Service League

	W	L
Elks Club	11	1
Torrance Kiwanis	9	3
Merchants	9	3
Walteria Kiwanis	7	5
Optimist Club	5	7
Sportsmen's Club	4	8
Torrance Herald	2	10
Lions Club	1	11

Games Tonight At Torrance Park

7:30—Walteria K vs. Torrance Lions.
8:30—Sportsmen vs. Torrance Merchants.

At Walteria Park

7:30—Optimist vs. Torrance K.
8:30—Elks vs. Torrance Herald.

BLUE LEAGUE

	W	L
Tappa Keggas	13	0
Fire Dept. B	7	6
City Employees	6	7
Old Pros	6	7
RB Post Office	4	9
Torrance Tigers	3	10

RED LEAGUE

	W	L
Just For Fun	10	1
Ron's Landscapers	8	3
Inglewood Farms	7	4
St. James Church	5	6
Columbia ERA	4	7
St. Lawrence	4	7
SB Church of God	3	8
Pacific Perforating	2	9

HEATH FAVORED IN GRAMAIN EVENT AT ASCOT SAT.

Another slam-bang 8-event card topped by a 30-lap main event is in store Saturday night at new Ascot Stadium for California Racing Association big car fans who have found the speedy sprinters' programs packed with action and thrills.

The recent big turnouts for the Indianapolis type racers have found that racing director Tom Haynes has brought to Ascot the best in autos and the Southwest's outstanding drivers.

Again Saturday more than 40 cars will be in the field with the fastest 18 qualifying for the main-event over the one-half mile track.

Veteran Allen Heath, the one armed-racing marvel, has regained his old form and has won two consecutive main-events at Ascot, including the Mid-Season Championship classic. He will be back Saturday battling it out with Don Davis of Phoenix and Danny Jones of Long Beach, both high in the championship standing.

Other drivers who have faced hard luck in recent racing but who appear to be heading for the top are Colby Scroggins, Dick Zimmerman, Louie Unser, Bud Sterrett, Hal Minyard and Sonny Pratt.

The Ascot speed plant which is located at 183rd and Vermont Ave., may now be reached almost directly over the new Harbor Freeway. The world's largest sign, 600 feet long with letters 12 feet high, identifying the track can be seen from the Freeway. Racing starts at 7 p.m.

Top Bikes Parks Sponsor Golf Lessons

California's top motorcycle racers will go to it again Friday night at Gardena's Ascot Stadium in their weekly dare-devil battles over the speedy half-mile dirt track. Races begin at 8:30 p.m.

The expert-amateur division fight for top honors has narrowed itself among Al Gunter and Stu Morley of Los Angeles, Troy Lee of Pico-Riviera and Sammy Tanner of Gardena.

Gunter holds the lead in the point standings, but the improving Morley has been narrowing the gap in every outing.

Backing the expert-amateur class is a complete novice card featuring such outstanding rookie riders as Jim Plain of Richmond, Jim Dove of Jujunga and Preston Petty of Woodland Hills.

Final Swim Class Opens

The sixth and final learn-to-swim class sponsored by The Torrance Recreation Department is slated for Aug. 22 through Sept. 2.

Registrations for this final of the current season's lessons are being taken at the Recreation Department headquarters, 1511 Cravens Ave. Instruction is given each week-day morning to youngsters from 7 through 12 years of age. There is a pool service fee of \$2 per child for the series.

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